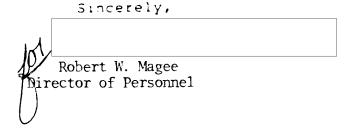
Executive Registry
8 ⁵ - 659/1

Mr. Robert J. Sweeney
Director, Federal Savings Bonds Program
Department of the Treasury
U. S. Savings Bonds Division
Washington, D.C. 20226

Dear Mr. Sweeney:

The following member(s) of my staff will represent our agency at the 1985 U. S. Savings Bonds Campaign Planning Workshop on February 27, 1985.

(A)	NAME	STAT
	TITLEChief, Personal Services Branch/OP	
	TELEPHONE	STAT
	AGENCY/BUREAU Central Intelligence Agency	
(B)	NAME	STAT
	TITLE Employee Benefits Assistant	
	TELEPHONE	STAT
	AGENCY/BUREAU Central Intelligence Agency	





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P119

Mr. Robert J. Sweeney
Director, Federal Savings Bonds Program
Department of the Treasury
U.S. Savings Bonds Division
Washington, D.C. 20226

Dear Mr. Sweeney:

The following member of my staff has been appointed the Alternate Committee Member of the 1985 Interagency Savings Bonds Committee.

NAME				
TITLE _	Chief,	Personal	Servi	ces Branch/OP
TELEPHO	NE			
AGENCY/	BUREAU	Central	Intell	igence Agency

Sincerely,

Robert W. Magee Pirector of Personnel STAT

STAT

STAT

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EXECUTIVE SECRETARIAT ROUTING SLIP

TO:

		ACTION	INFO	DATE	INITIAL
1	DCI		X		
2	DDCI		X		
3	EXDIR		- X		
4	D/ICS		25		
5	DDI				
6	DDA	x			
7	DDO				
8	DDS&T				
9	Chm/NIC				
10	GC				
11	IG				
12	Compt				
13	D/Pers				
14	D/OLL		X		
15	D/PAO				
16	SA/IA				
17	AO/DCI				
18	C/IPD/OIS				
19	NIO				
20	,		•		
21					
22					
	SUSPENSE		Date		

Remarks

For Direct response please. Response requested by 22 Feb 85.

13 Feb 85

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Executive Registry

85- 659

Interagency Savings Bonds Circular

OFFICE OF THE CHAIRMAN

WASHINGTON, DC 20226

February 11, 1985

To All Federal Agency Chief Executive Officers:

I am pleased to serve as Chairwoman of the 1985/86 Interagency Savings Bonds Committee. In this capacity, I am asking each of you to join with me in conducting well-planned Savings Bonds Campaigns in 1985. These campaigns afford us an opportunity to inform all our employees of the many benefits of owning U. S. Savings Bonds and to encourage each of them to enroll in the Payroll Savings program.

The purchase of bonds reduces the cost of debt financing and enables the Treasury to more easily manage the public debt. As members of the Federal Government, we ought to set the standard for the rest of the country concerning such an important national concern.

In addition, Savings Bonds, with their market-based rate guarantee a continuously fair return on your money and Payroll Savings provides an excellent way to save easily and painlessly.

I am strongly committed to the Savings Bonds program because of the benefits it provides to savers and to the nation. Our goals for this and next year's campaign are as follows

- 1985 Goal to increase participation level within the federal sector to a minimum of 37%.
- 1986 Goal to increase participation levels within the federal sector to a minimum of 50%.
- 1985/1986 Goal to have 10% of current bond buyers increase their allotments each year.





Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan

In order to achieve these goals, I am asking you to use the 1984 campaign results within your Department or Agency as a starting point and increasing participation in 1985 by one half of the amount needed to reach our goal of 50% in 1986. This goal can be attained through your appointment of a top level Alternate Committee Member from your staff who can speak and act for you in getting the job done; direct person-to-person selling of every employee by a trained and enthusiastic canvasser; and continuation of our practice of encouraging new employees to enroll year-round.

On February 27th from 10:30 am to 12:00 noon in my Departmental Auditorium I will host a top-level planning workshop for Alternate Committee Members and campaign coordinators from all Federal departments and agencies. During this workshop we will discuss in detail the necessary steps to conduct a successful campaign. We will also present some practiced marketing approaches that have produced extraordinary results in Federal agencies in recent years. So that our efforts will have the greatest possible effect, please instruct the senior official responsible for day-to-day coordinator of your campaign to attend this workshop.

We cannot achieve our goals without your personal involvement and participation. I have asked Bob Sweeney or Ken Knapp of the Treasury Department's Savings Bonds staff to personally contact you and your Alternate Committee Member. I hope you will meet briefly with one of them to discuss this year's campaign.

Please forward the name of the person who will act as your Alternate Committee Member and the name of the individual(s) who will represent you at the workshop on the attached reply forms to:

Robert J. Sweeney
Director, Federal Savings Bonds Program
Department of the Treasury
U. S. Savings Bonds Division
Washington, D.C. 20226

no later than February 22, 1985.

Sincerely,

Margaret M. Heckler

Secretary, Department of Health

Heckler

and Human Services

Attachments (3)

Mr. Robert J. Sweeney
Director, Federal Savings Bonds Program
Department of the Treasury
U.S. Savings Bonds Division
Washington, D.C. 20226

Dear Mr. Sweeney:

The following member of my staff has been appointed the Alternate Committee Member of the 1985 Interagency Savings Bonds Committee.

NAME	 	
TITLE		
TELEPHONE	 	
AGENCY/BUREAU		

Sincerely,

Mr. Robert J. Sweeney
Director, Federal Savings Bonds Program
Department of the Treasury
U. S. Savings Bonds Division
Washington, D.C. 20226

Dear Mr. Sweeney:

The following member(s) of my staff will represent our agency at the 1985 U. S. Savings Bonds Campaign Planning Workshop on February 15, 1985.

(A)	NAME
	TITLE
	TELEPHONE
	AGENCY/BUREAU
(B)	NAME
	TITLE
	TELEPHONE
	AGENCY/BUREAU

Sincerely,

1985 U. S. SAVINGS BONDS CAMPAIGN PLANNING WORKSHOP

SPONSORED BY:

Interagency Savings Bonds Committee

CHAIRWOMAN:

The Honorable Margaret M. Heckler, Secretary, Department of Health and

Human Services

DATE/TIME:

February 27, 1985

10:30 a.m. to 12:00 noon

PLACE:

Department of Health and Human Services

Auditorium (First Floor)

2) Independence Avenue, S.W.

Washington, D.C. 20201

Refreshments will be served.

ATTENDEES:

1985 Savings Bonds Alternate Committee

Members and day-to-day campaign coordinators for: Departments,

agencies, independent commissions, etc.

Major bureau-level organizations,

Legislative and Judiciary Branch units.

Alternate Committee Members and

coordinators are welcome to bring one or

two senior campaign lides.

SUBJECT:

1985 U. S. Savings Bonds Campaign for

Federal Employees
Treasury materials

Agency-prepared materials

Use of internal communications media Major new public-awareness support

forthcoming in 1985

How to communicate the new variable

Savings Bonds rate

Goals for 1985

SPEAKERS:

Secretary Heckler Treasury officials

CONTACT FOR FURTHER INFORMATION AND TO SUBMIT ATTENDEES' NAMES:
Mr. Robert J. Sweeney (202) 634-5385

Provide attendees' names and telephone numbers by February 22, 1985.